

Notice of References Cited	Application/Control No. 10/696,295		Applicant(s)/Patent Under Reexamination MORRISROE ET AL.	
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U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	DoubleClick in view of Macromedia Flash Advanced for Windows an Macintosh: Visual QuickPro Guide by Russell Chun May 8, 2002 first edition
	V	Yahoo! Flash Banner Standards for Designers.
	W	Macromedia/Adobe Flash Trafficking Guide (DFA).
	X	How to target variables in a Flash Player 5 movie, http://kbe.adobe.com/cps/140/tn_14087_html (6 of 6)

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Macromedia Flash Trafficking Guide.
	V	Flash Ads on Yahoo!
	W	Macromedia Unveils Macromedia Flash MX, Press Room 2002 Press Releases; March 4, 2002.
	X	Rich Media Advertising Resource Center; Tracking Macromedia Flash (SWF) Movies, Ad.

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